

*Presentation to the
Old and Historic Alexandria District
Board of Architectural Review
February 2, 2011*

Alexandria Waterfront Plan

“May this important work succeed and prosper – may it more than realize our warmest hopes – and may it restore and perpetuate the trade and prosperity of Alexandria.” - Alexandria Gazette, December 4, 1843

Alexandria Waterfront Plan

- Completes the final chapter of the Waterfront's transformation
- At the heart of the Waterfront, a new gateway to the City
- Creates a Strand that is lively, fun and uniquely Alexandrian
- Provides more and better public spaces of all kinds
- **Guides redevelopment to achieve Plan goals**
- Resolves the parking problem
- **Weaves art and history into every aspect of the Waterfront**
- Improves environmental conditions
- Is practical, cost-conscious, and pays for itself

Weaving art and history into every aspect of the Waterfront



History Plan Core Recommendations

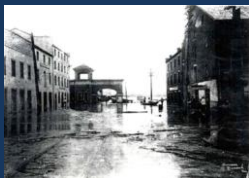
- Organizations for post-plan governance, planning and design guidelines, fundraising and programming
- Organic rather than artificial: elements include staggered wharf lines, varied architecture, materials and more.
- The American Story: bring to life people, places and stories of the American experience.
- Dynamic, north-south pedestrian circulation pattern
 - North, Central and Southern Cultural Anchors
 - Theme areas

History and the Waterfront Plan

A waterfront for today's Alexandria,
grounded by our heritage



Working Seaport



Gateway



Witness to War



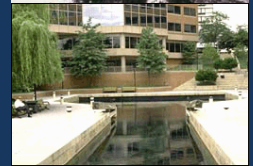
Foundations



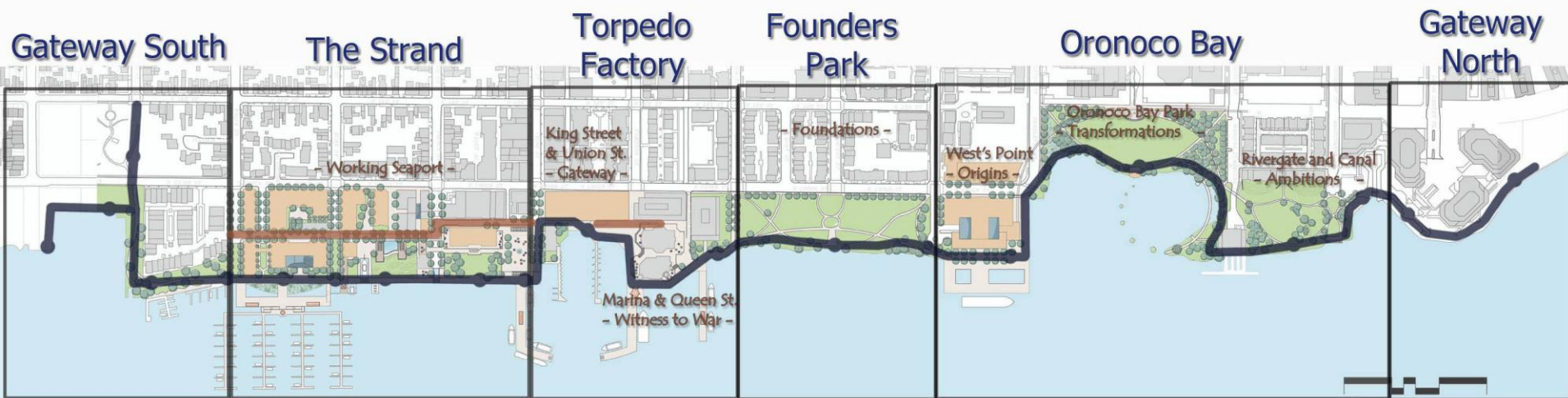
Origins



Transformations



Ambitions



History and the Waterfront Plan



Rivergate and Tidelock Parks: Ambitions



Rivergate and Tidelock Parks:

Ambitions

- Increase programming, focused on history and the arts
- Implement *History Plan* interpretive recommendations, including replace/augment existing interpretive elements
- Incorporate glass, artist designed bridge, and other elements of the Public Arts proposal
- Also: improvements to foot of Montgomery Street for viewing and putting kayaks in the water

History and the Waterfront Plan

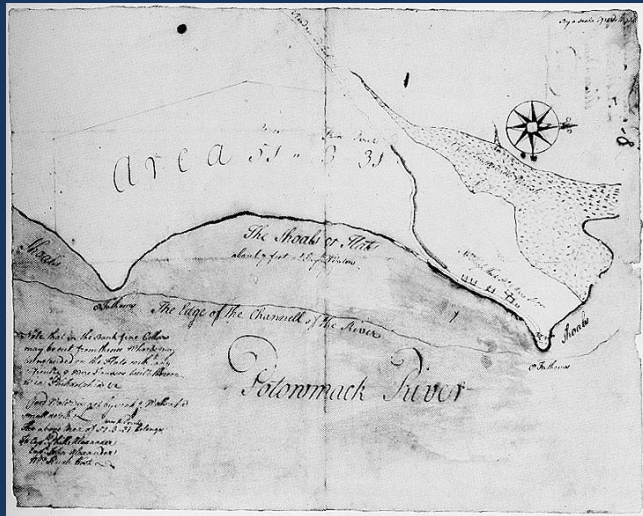
Oronoco Bay Park: Transformations



Transformations

- Naturalize shoreline
- Ralph's Gut
- Railroad interpretation
- Follow guidance of *History Plan*
- Specific recommendations of the *Art Proposal* including performances, artist-designed tables and benches, and temporary sculpture exhibits
- Also: repair and extend boardwalk; additional amenities for visitors

History and the Waterfront Plan



Robinson Terminal North / West's Point Origins



Origins

- The recommendations of Waterfront History Plan should inform every aspect of the design of the redevelopment and adjacent public spaces, including naming and elements for interpretation:
 - original shoreline
 - echo scale and character of early warehouses
 - tobacco and native plants
 - No carousel

History and the Waterfront Plan



Founders Park Foundations



Foundations

- Prepare a park plan that incorporates recommendations of the History Plan for interpretation in the Park
- Retain current character of park
- Naturalize shoreline
- Implement *Art Walk*

History and the Waterfront Plan



Marina to Queen Street Witness to War



Witness to War

- Emphasize the importance to history of these locations.
- Implement recommendations of the History Plan for interpretation, including events and periods: Ellsworth, Federal occupation, nation's defense, naming.
- Allow for use of food court as cultural venue (among other uses)
- Also: Improve Thompsons Alley, pedestrian circulation and public spaces

History and the Waterfront Plan



King and Union Streets Gateway



Gateway

- Offset pier to the south
- Create major new public space at foot of King Street in keeping with gateway theme
- Naming and all elements of the park should look to the recommendations of the History Plan
- Provide a concierge location
- Historic ship at foot of King Street.

History and the Waterfront Plan



The Strand

The Working Seaport



The Working Seaport

- Brand the Strand
 - Historic working waterfront: scale and positioning of development, echo wharves, warehouses and activities of the past
 - Pedestrian-oriented zone
 - Permit horse-drawn carriages
 - Activate Union Street and link to Waterfront

The Working Seaport

- Brand the Strand (continued)
 - Save and reuse existing warehouses, possibly for history center, southern cultural center
 - Possibly include Archaeology Museum if that is the best location
 - Seaport Foundation, sailing ships and historic vessels
 - Art League
 - Waterfront Park building: appear as pair of taverns
 - Beachcomber: restored as operating restaurant

The Working Seaport

- Brand the Strand (continued)
 - Preserve and enhance historic streetscapes and pedestrian circulation
 - Use historic names, materials
 - Mark the historic shoreline; vary shoreline
 - Restore or create east-west corridors; alleys
 - New construction: compatible but contemporary; avoid large monolithic buildings

Evoking the historic shoreline



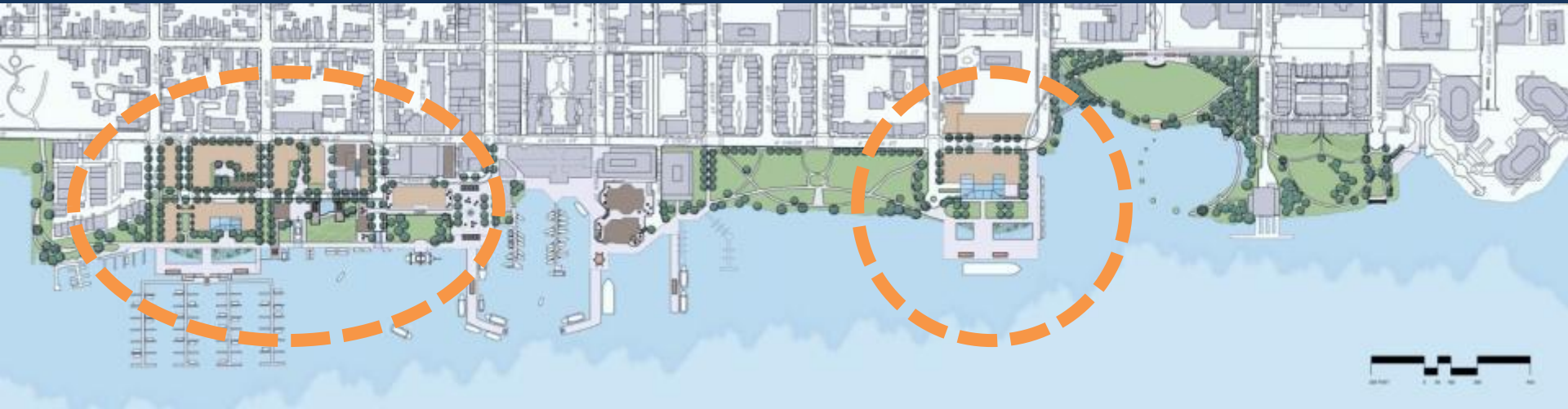
Guiding Redevelopment to Achieve Plan Objectives

“May this important work succeed and prosper – may it more than realize our warmest hopes – and may it restore and perpetuate the trade and prosperity of Alexandria.” - Alexandria Gazette, December 4, 1843

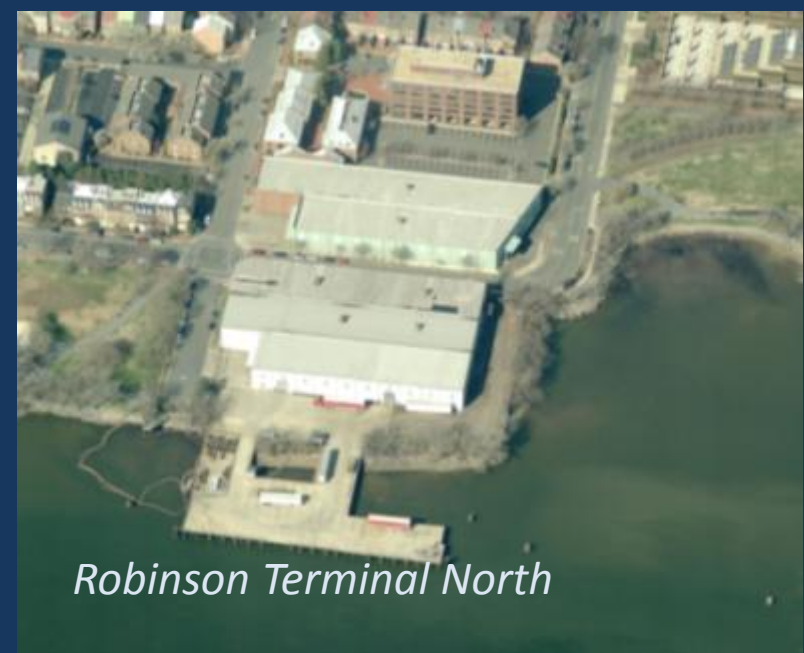
Guiding Redevelopment to Achieve Plan Goals

1. Authentic
2. Welcoming and accessible
3. Historic
4. Compatible
5. Feasible/successful
6. Contributing
7. Appealing

Guiding Redevelopment to Achieve Plan Goals

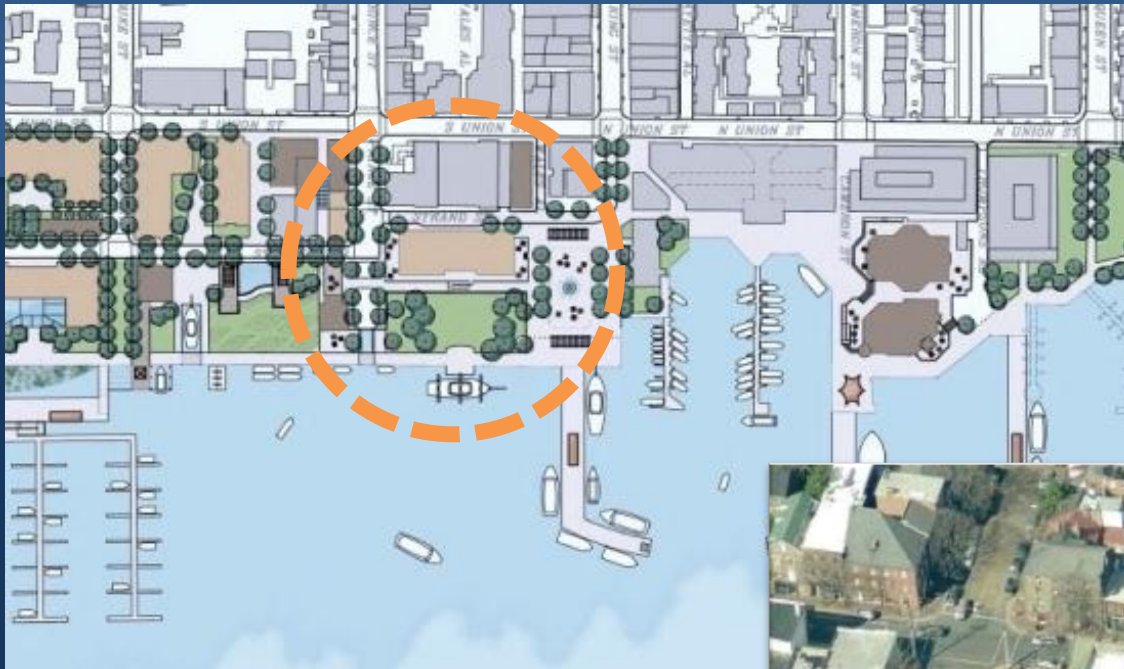


- Robinson Terminal North
- Robinson Terminal South
- The Cummings/Turner Block
- Waterfront Park





Cummings and Turner Properties



Waterfront Park

Guiding Redevelopment to Achieve Plan Goals

- 1983 Settlement Agreements
 - Robinson Terminal North and South
- W-1 Zone
 - All redevelopment sites
- Potomac River Height district:
 - Robinson Terminal South
 - Cummings/Turner
- Old and Historic District
 - Robinson Terminal South
 - Cummings/Turner

Guiding Redevelopment to Achieve Plan Goals

- **W-1 Zone**

- Permitted uses: residential (SF/MF), office, public building, park...
- Special uses: Restaurants, retail, rooming house/tourist home, freight terminal, health club, home for the elderly, auditorium...
- Without SUP: 0.75 for commercial, 1.0 for residential (+0.25 retail)
- With SUP: up to 2.0 (at least 50% residential)
- Max height: 55 feet.

Guiding Redevelopment to Achieve Plan Goals

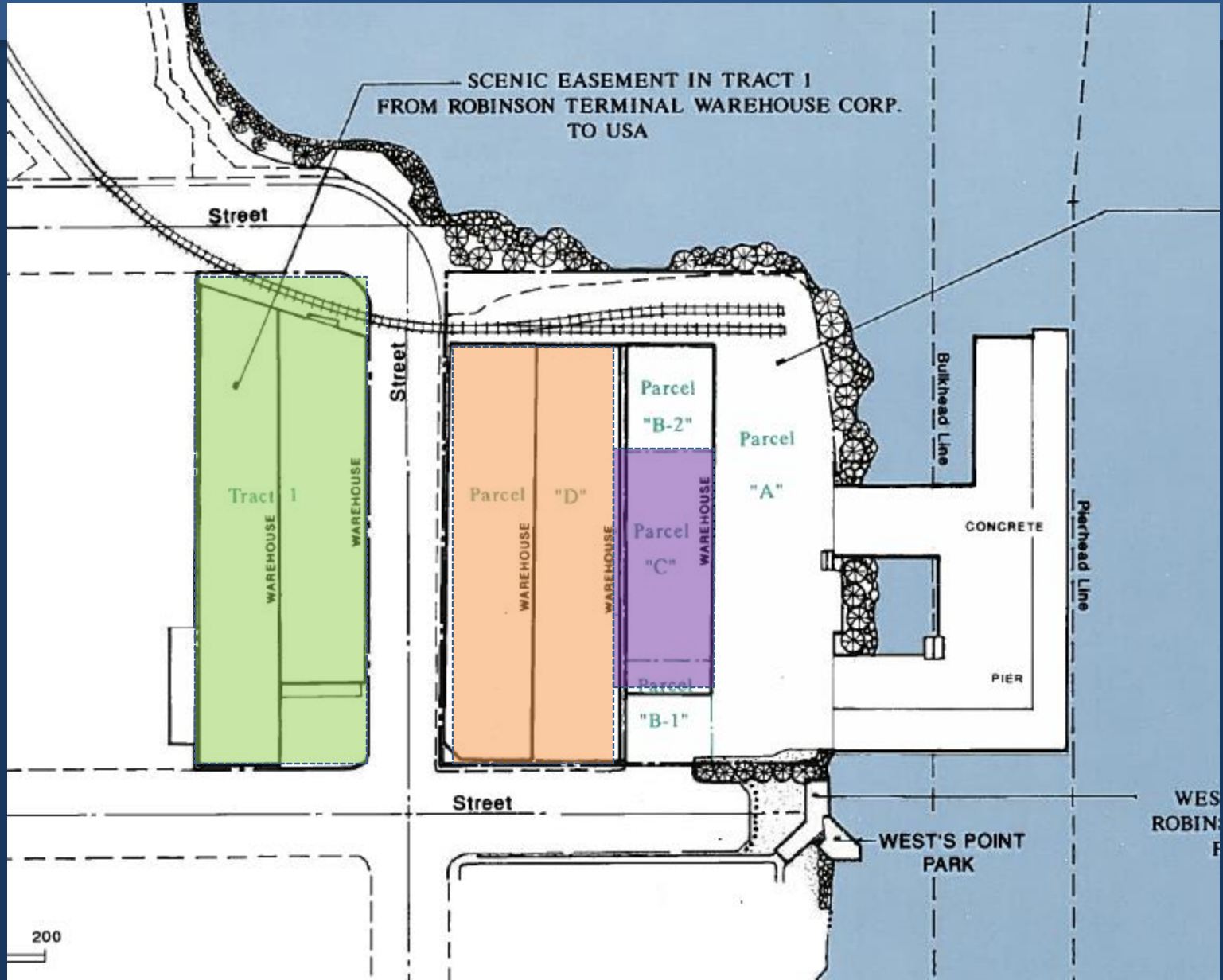
Why hotels?

- You don't have to live there or work there to be welcome
- Active ground floor uses, especially restaurants
- Positive interaction with public spaces and waterfront
- Nearby activity is *desired*, not a *nuisance*
- Traffic generation is low, off-peak
- Parking requirement is low
- Revenue generation potential is high
- Unique locations in a strong market

Robinson Terminal North



Robinson Terminal North: Settlement Agreement



Robinson Terminal North

Design Goals:

- Create pedestrian-friendly access by extending Pendleton St. as a pedestrian connection to an improved public pier.
- Maintain compatible scale to existing fabric across North Union St.
- Provide extensive public amenities and free access to and along the water's edge
- Maximize water views from buildings, streets and rooftop open spaces
- Step down the bulk and scale of the buildings from Union St. toward the water through innovative architectural massing and height limitations.
- Encourage modern design while maintaining aesthetic compatibility with nearby residential neighborhoods.

Features:

- Pay specific homage to historic West Point through public space design and interpretive features
- New public open space developed on an improved pier
- All new buildings to self-park with one level of parking below-grade
- Improve the streetscape and pedestrian experience along N. Union Street with wide sidewalks and perhaps to include special street paving



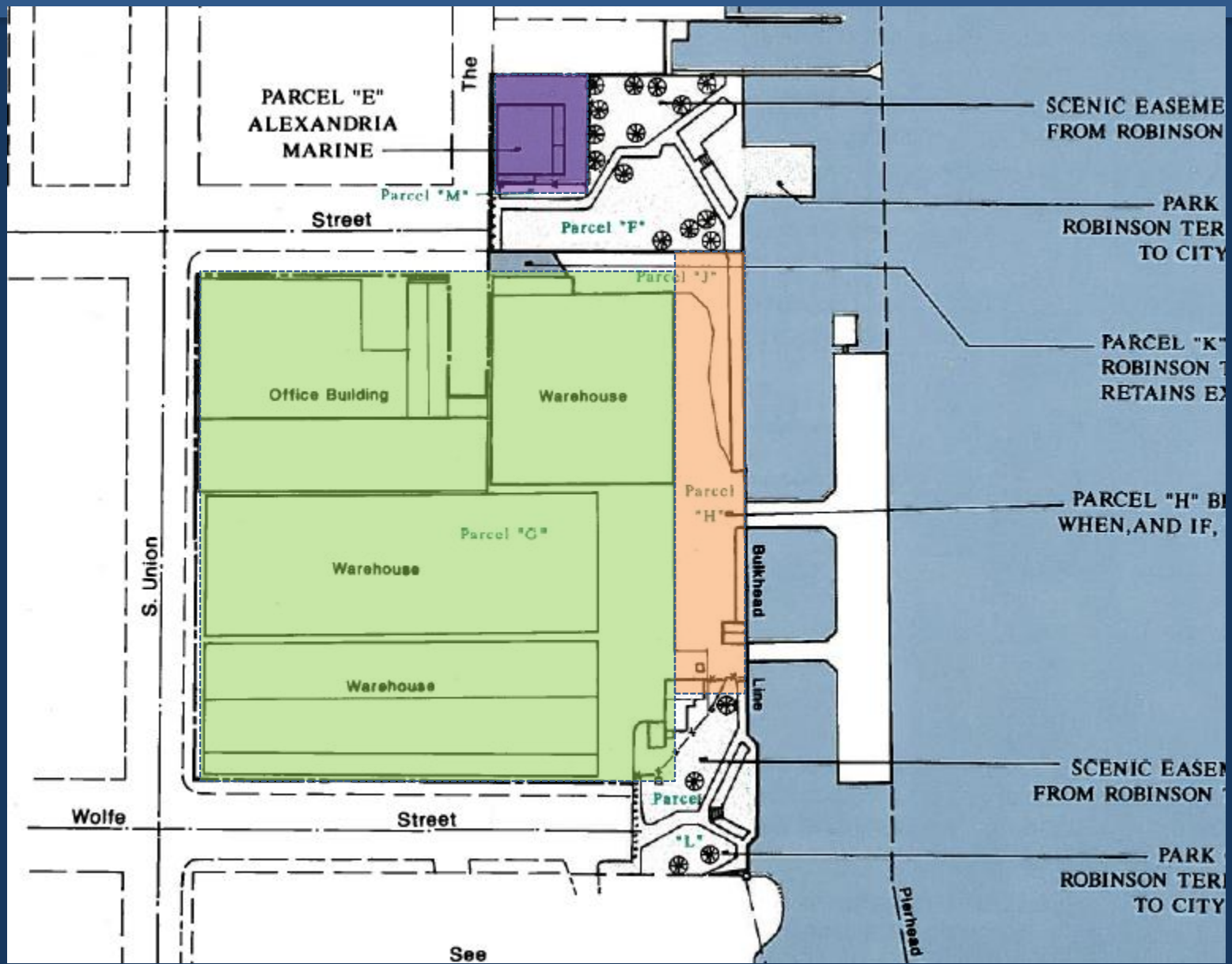
Robinson Terminal North: Summary

- Plan text, amended W-1 zone, settlement agreement
 - SUP required
 - Permit hotels as a land use
 - Restrict residential to west side
 - Permit heights of 66 feet on west side
 - Comply with design guidelines in Plan
- Potential development
 - 1983 Settlement Agreement: 238,816 sf
 - 1992 W-1 Zone: 174,520 sf
 - Plan recommendation: 238,816 sf

Robinson Terminal South



Robinson Terminal South: Settlement Agreement



Robinson Terminal South

Design Goals:

- Create pedestrian-friendly access by extension of Strand and new street(s)/alleys
- Maintain compatible scale to existing fabric across South Union and Wolfe Streets
- Provide extensive public amenities and free access to the water's edge
- Preserve and adaptively reuse historic building on site with public access
- Maximize water views from buildings, streets and rooftop open spaces
- Encourage co-development of hotel and new, consolidated pleasure boat marina

Features:

- Pay specific homage to historic Point Lumley through public space design and interpretive features
- Reflect historic E-W orientation pattern of buildings, alleys and wharves
- Buildings reflect 19th-Century warehouse mass, scale and fenestration
- New public open space developed at street ends of Duke and Wolfe Streets
- Pedestrian-only connection at Strand / Wolfe intersection to buffer Harborside
- All new buildings to self-park with one level of parking below-grade



Robinson Terminal South: Goals



Robinson Terminal South: Summary

- Plan text, amended W-1 zone, settlement agreement
 - SUP required
 - Permit hotels as a land use
 - Restrict residential to west side
 - Retain 50 foot height limit
 - Comply with design guidelines in Plan
- Potential development
 - 1983 Settlement Agreement: 380,528 sf
 - 1992 W-1 Zone: 280,832 sf
 - Plan recommendation: 380,528 sf

Cummings/Turner Block



Cummings/Turner Block

Design Goals:

- Create pedestrian-friendly access by opening alleys from Union St. to Strand St.
- Maintain compatible scale to existing fabric across South Union and Wolfe Streets
- Provide public amenities and free access to and along the water's edge
- Preserve and adaptively reuse historic building on site with public access
- Maximize water views from buildings, streets and rooftop open spaces
- Encourage co-development of hotel and redevelopment of existing warehouses and buildings on the northern portion of the block

Features:

- Reflect historic East-West orientation pattern of buildings, alleys and wharves
- Buildings reflect 19th-Century warehouse mass, scale and fenestration
- New public open space developed within alleys between Union and Strand
- All new buildings to self-park with one level of parking below-grade



Cummings/Turner Block: Goals



Warehouse

10 Prince Street

Reconstructed after 1897 fire



Fowle Warehouse

204 South Union St.

First floor--1852

Upper floors- 1890s



Wattles Corn Mill

206 S. Union St.

1843, modified 1912

Cummings/Turner Block: Summary

- Plan text, amended W-1 zone
 - SUP required
 - Permit hotels as a land use; no residential
 - Retain 50 foot height limit
 - Comply with design guidelines in Plan

Cummings

- 1992 W-1 Zone: 72,324 sf
- Plan recommendation: 106,203 sf

Turner

- 1992 W-1 Zone: 52,304 sf
- Plan recommendation: 68,307 sf

Waterfront Park Building



Waterfront Park Building

Design Goals:

- Create an active edge which bridges the gap between the foot of King St. and the Strand, south of Prince St.
- Make wise use of an impervious footprint along a park frontage.
- Allow for creation of a large public plaza at the foot of King Street
- Mirror the historic warehouses and rooflines consistent with historic Alexandrian architecture

Features:

- Multiple options for design, including one large building or two smaller buildings
- Outdoor seating as a critical component
- Integrated nuisance flood mitigation



Waterfront Park Building: Summary

- Revise settlement agreement to permit uses
- Comply with design guidelines in Plan
- Building(s) shown approximately 33,000 square feet
- Potential private development w/air rights lease (similar to Chart House)

Resolving the Parking Problem

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Adequate parking through the life of the plan



Parking spaces today: 2,693

Parking spaces used today: 1,972

Parking spaces available today: 721

Added parking demand: 390

Surface parking spaces reduced: 171

Needed for the future: 561

Public garage valet: 633

Private garage spaces: 460

Private garage spaces (with valet): 337

Additional spaces: 1,430

Resolving the parking problem

- Parking Implementation Plan
 - Public garage capacity
 - Private development and growth in demand
 - Valet parking
 - Protect residential parking areas

Paying for It

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Paying for it: summary

- Costs
 - Flood mitigation: \$8-10 million
 - Everything else: \$23-32 million
 - Total: \$31-42 million
- Net Tax Revenues
 - At buildout: \$4.7 million per year
- Phased development over life of the Plan
 - Cumulative net tax revenues of \$45 million in 15 years

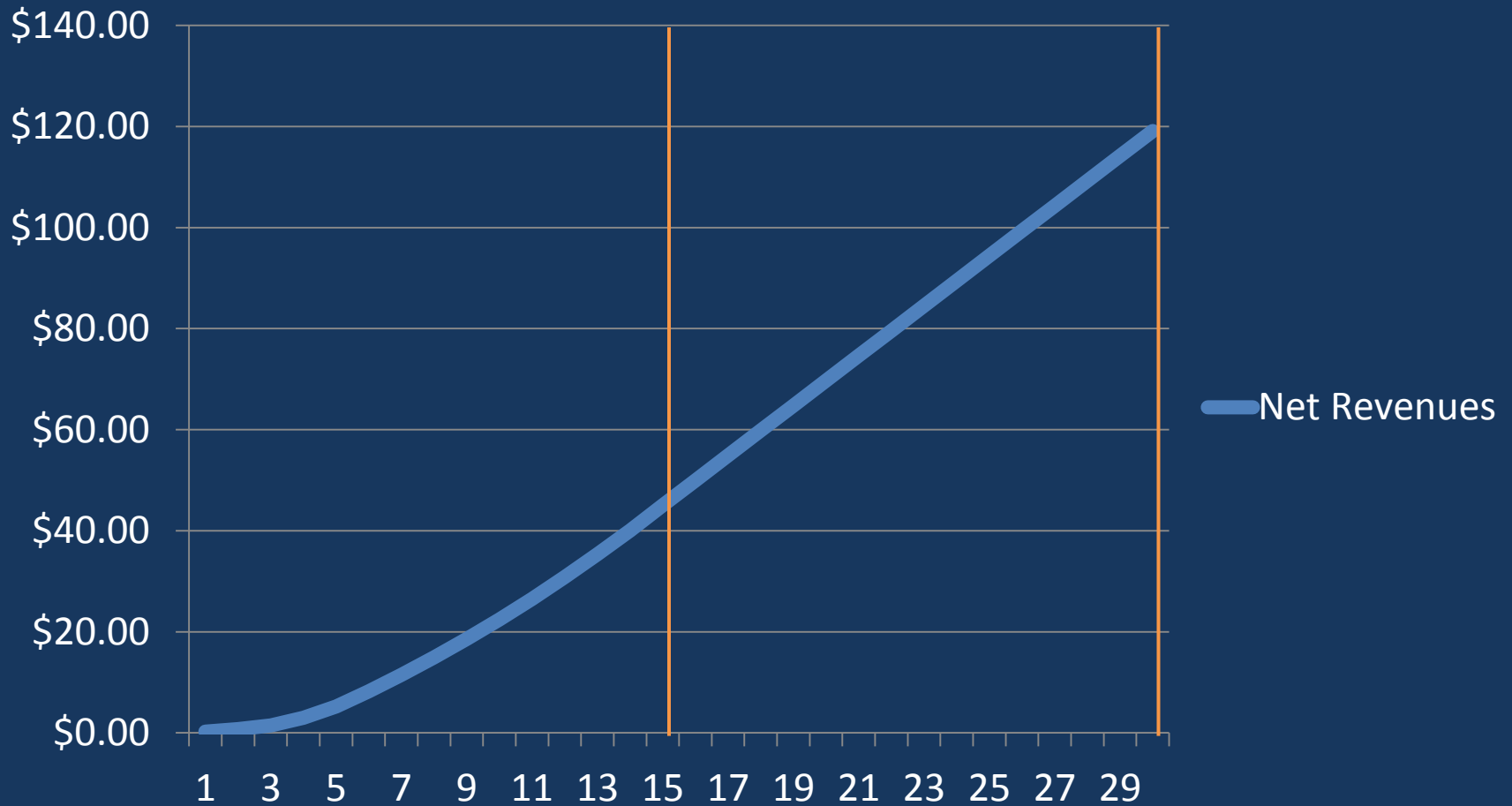
Phased implementation: revenues

- \$4.7 million per year / \$45 million in 15 years / \$120 million in 30 years
 - Increase in property tax base due to redevelopment
 - Additional meals tax from new restaurants
 - Additional sales tax from new restaurants, hotels
 - Additional lodging tax from new hotels
- Using a phased redevelopment scenario
 - Early: Beachcomber, 1 small hotel on Cummings/Turner block
 - Middle: Waterfront Park building, redevelopment of balance of Cummings/Turner block, Robinson Terminal North
 - Longer term: Robinson Terminal South

Phased implementation: revenues

- Not included:
 - Developer contributions
 - Federal grants
 - Increased sales per visitor
 - Increased sales on King Street
 - Ground rent : Beachcomber, Waterfront Park building
 - Additional commercial boat revenues
 - Other taxes and fees

Phased implementation: revenues and cost



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